

## ORDER



Orders	Order / Rev:	<b>714794</b>	 <b>WTSP-TV</b>
	Alt Order #:	06323409	
	Product Desc:	FL VOTE NO ON 6 COMM	
	Estimate:	12019	
	Flight Dates:	10/29/12 - 11/06/12	
	Original Date / Rev:	09/18/12 / 09/20/12	
	Order Type:	Political	
Agency	Name:	<b>Media Strategies &amp; Research/ POL</b>	
	Buying Contact:	Chris Vail	
	Billing Contact:	11350 Randon Hills Road, Suite 670	
		Fairfax, VA 22030	
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	<b>FL Vote No on 6 Committee</b>	
	Demographic:	A25-54	
	Product Codes:	IS-Issue/Ballot	
	Priority:	P-4	
	Revenue Codes:	AGY, GEN, POL	
	New Business Thru:		
	Order Separation:	00:15:00	
	Advertiser External ID:		
	Agency External ID:		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	23	\$58,500.00	\$49,725.00	November 2012	23	\$58,500.00	\$49,725.00	0.00
					Totals	23	\$58,500.00	\$49,725.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Order / Rev: 714794  
 Alt Order #: 06323409  
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee  
 Product Desc: FL VOTE NO ON 6 COMM  
 Estimate: 12019

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	-----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - F - -		1	\$3,000.00			0.00					
8	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	- T -----	:30	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - - -		1	\$9,000.00			0.00					
9	WTSP	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	-- W - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - -		1	\$10,000.00			0.00					
10	WTSP	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	Sun 8-9p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1	\$9,000.00			0.00					
11	WTSP	10/31/12	10/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- - W - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - -		1	\$2,000.00			0.00					
12	WTSP	11/06/12	11/06/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- T -----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	- T - - - - -		1	\$250.00			0.00					
13	WTSP	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M- - - - -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1	\$250.00			0.00					
14	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M- - - - -	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1	\$900.00			0.00					
15	WTSP	11/05/12	11/05/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M- - - - -	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1	\$11,000.00			0.00					
16	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- - - - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1	\$2,000.00			0.00					
N17	WTSP	10/30/12	10/30/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- T -----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - - -		1	\$900.00			0.00					
N18	WTSP	11/05/12	11/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M- - - - -	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1	\$900.00			0.00					

Totals

23

\$58,500.00